

# **Energy Drinks in Taiwan**

December 2023

**Table of Contents** 

### Energy Drinks in Taiwan - Category analysis

### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Resumption of pre-pandemic routines boosts energy drinks consumption Competition between Red Bull and Monster continues to intensify More affordable health-oriented brands from local producers gain ground

#### PROSPECTS AND OPPORTUNITIES

More players expected to launch varieties made with fruit juice and tea Established brands will continue working to expand their target audiences Products with functional benefits beyond energy will become more widely available

#### CATEGORY DATA

Table 1 - Off-trade Sales of Energy Drinks: Volume 2018-2023Table 2 - Off-trade Sales of Energy Drinks: Value 2018-2023Table 3 - Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023Table 4 - Off-trade Sales of Energy Drinks: % Value Growth 2018-2023Table 5 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023Table 6 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2019-2023Table 7 - NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023Table 8 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2019-2023Table 9 - Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028Table 10 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028Table 11 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028Table 12 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

### Soft Drinks in Taiwan - Industry Overview

# EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture 2023 key trends Competitive landscape Retailing developments Foodservice vs retail split What next for soft drinks?

# MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022
Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022
Table 19 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022
Table 21 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume Growth 2018-2023
Table 23 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 23 - Off-trade Sales of Soft Drinks by Category: % Volume Growth 2018-2023
Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
Table 27 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

Table 28 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023 Table 29 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023 Table 30 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023 Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023 Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023 Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023 Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023 Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023 Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023 Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023 Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023 Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028 Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028 Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028 Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028 Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028 Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028 Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028 Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028 Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028 Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

# APPENDIX

Fountain sales in Taiwan

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### SOURCES

Summary 1 - Research Sources

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